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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/001,772-Conf. #4306
				Filing Date	October 31, 2001
				First Named Inventor	Anand Subramanian
				Art Unit	3622
				Examiner Name	R. Alvarez
Sheet	1	of	2	Attorney Docket Number	03485/100H799-US1

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	AA*	US-6,754,873	06-22-2004	Law et al.	
	AB*	US-20040122811-A1	06-24-2004	Page	
	AC*	US-20040119740-A1	06-24-2004	Chang et al.	
	AD*	US-6,725,259	04-20-2004	Bharat	
	AE*	US-6,678,681	01-13-2004	Brin	
	AF*	US-6,658,423	12-02-2003	Pugh et al.	
	AG*	US-6,615,209	09-02-2003	Gomes et al.	
	AH*	US-6,529,903-A1	03-04-2003	Smith et al.	
	AI*	US-20020133481-A1	09-19-2002	Smith et al.	
	AJ*	US-20020123988-A1	09-05-2002	Dean et al.	
	AK*	US-20020042791-A1	04-11-2002	Smith et al.	
	AL*	US-20050165615-A1	07-28-2005	Minar	
	AM*	US-6,804,659	10-12-2004	Graham et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
	BA	WO-99/46719	09-16-1999	Cannon Holdings L L C		

Examiner Signature		Date Considered	
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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.A./

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Sheet	2	of	2	Attorney Docket Number	03485/100H799-US1

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials ²	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CA	"NewsReal Changes Name to YellowBrix; Bridges the Gap Between Content and Commerce; YellowBrix Technology 'Makes Web Sites Smart' by Advancing Access to Content and Commerce", PR Newswire, Financial News, February 28, 2000, PR Newswire Association, Inc.	
	CB	New Media Age, pg. S16, February 19, 2004, Centaur Communications Ltd.	
	CC	"Infoseek Spin-Off Makes News Real", Multimedia Daily, Vol. 5, Issue 22, February 4, 1998, BRP Publications.	
	CD	"Yellowbrix Promises Gold", Interactive PR & Marketing News, Vol. 6, Issue 24, November 26, 1999, Phillips Business Information.	
	CE	Dvorak, John C., "Advertising Just for You", Boardwalk Magazine, pgs. 142-143, Vol. 13, No. 12, December 1999.	
	CF	Notification of Transmittal Of The International Search Report Or The Declaration And Search For PCT/US01/45483 Dated August 28, 2002	
	CG	"Spy On Your Customers (They Want You To) - New Web Tracking Technology Turns Browsers Into Paying Customers (Company Business and Marketing) BOB TEDESCHI From Ziff Davis Smart Business For The New Economy, 58 Dated August 1, 2001, ISSN: 1528-4034	
	CH	Notification of Transmittal of International Preliminary Examination Report for PCT/US01/45483 dated January 31, 2003	

Examiner Signature	/Raquel Alvarez/	Date Considered	02/22/2009
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